

Aaron See

Vice President of Marketing

Aaron See is Vice President of Marketing for **ABB OPTICAL GROUP** where he is responsible for all marketing and communications initiatives including brand positioning, public relations and customer interaction. He works closely with manufacturers on marketing initiatives and interfaces with suppliers and focus groups on product development, product pricing and product lifecycle management. Aaron also oversees ABB's Gas Permeable and Custom Soft laboratories, where a full range of specialty contact lenses are manufactured.

An industry veteran, Aaron previously served as vice president of marketing at Johnson & Johnson's Vision Care division in Japan where he led a large team of professionals in the development and execution of initiatives to build the ACUVUE contact lens brand. Under his leadership, the division succeeded in growing profitability and returning the business to top-line growth.

For 16 years, Aaron served in senior-level roles with Johnson & Johnson for brands such as Vistakon in the company's Vision Care Division, and Tylenol, St. Joseph Aspirin and Motrin in the company's McNeil Consumer Healthcare Division. Over his 10-year career at Johnson & Johnson Vision Care, one of his many successes was the development and introduction of 1-Day ACUVUE TruEye as the world's first daily disposable silicone hydrogel.

A graduate of Brandeis University where he received a bachelor's degree in economics, Aaron also received an MBA from Northwestern University's J.L. Kellogg Graduate School of Management. He is based in the **ABB OPTICAL GROUP** office in Coral Springs, Fla.